



Thursday  
May 22, 2003

THE  
RITZ-CARLTON  
PHOENIX



AMERICAN MARKETING  
ASSOCIATION

phoenix

## *[ silent auction donors ]*

Our silent auction donors reached deep into their pockets this year with donations for professional advancement and personal indulgences. We'd like to thank all of the donors who have contributed to our association's advancement.

***A~McDowell Dental***  
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[250] 6" x 9" Postcards

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Wine Tasting for Two with Hors D' Oeuvres

***Chris Benguhe***  
"Triumphs of the Heart" and "Triumphs of the Heart II" Book Collection

***Big Faces ~ Henry O'Riley***  
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***Classy Closets***  
Two Gift Certificates Towards Custom Closets

***Copperwynd Resort***  
[Two] One-Hour Therapeutic Massages

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***Cultural Experiences Abroad***  
Cultural Experiences Abroad Messenger Bag

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***El Pedregal Festival Marketplace***  
Four Tickets to "Music by Moonlight" Summer Concert Series

***Events With Taste***  
Gourmet Gift Basket

***Extension Media Group***  
Advanced Presentation Class for Eight

***Dore Forman ~ Lifestyle Consultant***  
A "Healthy Home" Assessment

*[ continued on next page ]*

***Gold's Gym***  
One-Year Gym Membership

***Graphique Communications Design***  
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Single Night Hotel Stay

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Desert Ridge Decadence: Hotel, Spa and Golf Gift Certificate

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Four Beauty Product Baskets

***Masters Healing Touch ~ Leilani Schmidt***  
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***Mikasa***  
Mikasa Centerpiece Bowl  
Mikasa Gift Certificate

***Phoenix Coyotes***  
Phoenix Coyotes Luxury Suite for 18

***Phoenix Suns***  
Phoenix Suns Autographed Basketball

***Nina Price, CPCC***  
Life Outside the Box: One Month of Professional or Individual Coaching

***Pure Fitness***  
Three-Month Membership and Three Personal Training Sessions

***SRP***  
Yamaha Super Sport Locker Bag  
GB Golf Travel Bag

***St. Joseph's Medical Center***  
Diamondback Baseball Tickets

***Diane Taylor***  
Career Counseling/Resume Consultation

***WestGroup Research***  
Four Diamondback Baseball Game Tickets with Parking Pass  
Package of Four WestTrack Questions

***Mary Wirtz ~ Certified Fitness Counselor/Instructor***  
Three Private [In-Home], 1.5 Hour Certified Fitness Sessions

***Z'Tejas***  
Z'Tejas Gift Certificate

[ All items are subject to change. Some items may have been omitted or changed due to printing deadlines ]

## [ program ]

Cocktails and Silent Auction Open	600p
Silent Auction Closed	645p
Dinner, Welcome and Introductions	700p
Spectrum Purpose and Overview	715p
Keynote Presentation	730p
Awards Ceremony	805p
<i>Marketing Campaign for an Existing Product or Service</i>	
<i>Marketing Campaign for a New Product or Service</i>	
<i>Integrated Marketing Campaign [three or more media]</i>	
<i>Non- or Not-for-Profit Marketing</i>	
<i>Marketing Research</i>	
<i>Educator of the Year</i>	
<i>Brand Identity</i>	
<i>Direct Marketing</i>	
<i>Printed Marketing Collateral</i>	
<i>Packaging Campaign</i>	
<i>E-Media Marketing</i>	
<i>Public Relations</i>	
<i>Advertising [print, radio, tv and outdoor]</i>	
<i>Sales Person of the Year - Tom Hopkins Award</i>	
<i>Team Sales - Tom Hopkins Team Award</i>	
<i>Biggest Revenue Generator - The President's Club Award</i>	
Closing Comments	905p
Silent Auction Winners Announced	925p
Spectrum Close & Silent Auction Item Pickup	930p

## [ guest speakers ]



### Emcee: Dave Sherman, The Networking Guy

Dave Sherman, The Networking Guy, is a nationally recognized speaker, trainer and writer who has inspired thousands of people and hundreds of companies and associations how to network more effectively, more comfortably and more profitably.

As the founder and creator of NETWORKING U, a speaking, training and consulting organization; Dave inspires people to embrace a whole new way of networking. His workshops, keynotes and conference breakouts are packed with information that is easy to understand, simple to apply and fun to learn. His topics include *Seven Simple Steps to Successful Networking*, *The Most Important 10 Seconds of Your Career*, *Seven Simple Steps to Fearless Networking* and more.



### Keynote: Don Henninger Publisher, The Phoenix Business Journal Presentation: "Psychographics of Entrepreneurs"

Don Henninger is publisher of the Phoenix Business Journal. His professional experience includes serving as managing editor for The Phoenix Gazette and The Arizona Republic. Mr. Henninger is actively involved in many civic organizations serving as a board member for the Greater Phoenix Chamber of Commerce, Arizona Chamber of Commerce, Arizona Technology Council, Phoenix Symphony and HomeBase Youth Services. Mr. Henninger holds a bachelor's degree in journalism from Penn State University.



### Special Guest: Tom Hopkins Tom Hopkins International, Inc. [appearing via video]

Tom Hopkins carries the standard as a master sales trainer and is recognized as the world's leading authority on selling techniques and salesmanship. Over 3,000,000 people on five continents have attended Tom's high-energy, live seminars.

Tom Hopkins is the author of "*How to Master the Art of Selling™*," which has sold over 1.3 million copies worldwide. This mega-selling book has been translated into ten languages and is considered a must-have reference guide for top selling producers in every field of sales.

Tom Hopkins is a distinguished charter member of the National Speakers Association and was among the first to receive its prestigious Council of Peers Award for Excellence. Tom Hopkins has been the subject of countless articles in publications such as *U.S. News and World Report*, *The New York Times*, *The Los Angeles Times*, *Personal Selling Power*, *People*, *Selling*, *Entrepreneur* and *The Washington Post*.

## [ judging ]

AMA Phoenix has chosen a highly respected panel of Valley-based marketing professionals to judge the 2003 AMA Spectrum Awards. The Awards subcommittee has set all the judging criteria and is responsible for tabulating the final results. Each judge completed their score sheet in confidence. All point scoring is on a percentage scale: 100 percent is the highest possible score. The entry with the highest percentage in its category is the winner. In the case of a tie, the judges will collectively decide the winner.

In addition to standard marketing practices, such as marketing mix and segmentation, the judges will utilize the following guidelines:

### *Challenge Insight*

How well does the entry reflect an understanding of the basic marketing problem being addressed?

### *Objectives*

Were the objectives well defined? Were they sound, clear and measurable? If not measurable, were they clear enough to know whether or not they were met?

### *Strategies*

How was the overall strategy defined based on the objective? How do you rate the approach taken based on the objective?

### *Tactics*

Were the individual tasks involved, utilized to meet the strategies and objectives, well defined? How do you rate the tactics used based on the given strategy?

### *Results*

How effective is the entry at solving the marketing problem being addressed? Were the desired results achieved?

## [ judges ]

**Steve Bast**, Director of Brand Marketing, Cold Stone Creamery, Inc.

**Shel Berman**, President, Xtrem Creative, Inc.

**Brady Chatfield**, The Chatfield Group

**Carol H. Donaldson**, Carol Donaldson Public Relations

**Ilna Guzman**, Market Research Analyst, Mesa Police Department/City of Mesa

**Sarah Helmer**, Senior Marketing Analyst, APS Energy Services

**Caroline Horstman**, Consumer Research Manager, PetsMart

**Bill Ledbetter**, Preferred Printing

**Lindsey Michaels**, Brand Manager, Cold Stone Creamery

**Deborah W. Ostreicher**, Public Relations Manager, City of Phoenix/Sky Harbor Airport

**Janice Sweeter**, Director of Advertising and Public Relations, BCBS of Arizona

**Bill Woodward**, Manager, Public Affairs, Mayo Clinic

We extend our thanks to WestGroup Research for sponsoring the judging hospitality.

## [ award categories ]

- 1 **Marketing Campaign for an Existing Product or Service**  
Includes changes to marketing campaigns, campaigns for product lifecycle stages and existing campaigns.
- 2 **Marketing Campaign for a New Product or Service**  
Includes marketing strategies to launch a new product or service. Campaigns that differentiate the brand from the competition were encouraged.
- 3 **Integrated Marketing Campaign [three or more media]**  
Includes a marketing campaign executed with three or more media [print ads, tv, radio, internet, outdoor or direct marketing].
- 4 **Non- or Not-for-Profit Marketing**  
Includes any marketing that was done specifically for a non- or not-for-profit organization by the internal marketing department or a third party.
- 5 **Marketing Research**  
Includes any market research project that may include both qualitative and quantitative data that demonstrates analysis that will enhance the brand, product or service within the market.
- 6 **Educator of the Year**  
Includes any educator, trainer or coach in the marketing field. Submitters provided a short description as to how this individual has helped to inspire students both inside and outside the classroom or business.
- 7 **Brand Identity**  
Includes the promise or experience that a company communicates to consumers about their product or service, thereby influencing consumer brand perception.
- 8 **Direct Marketing**  
Includes a marketing strategy for any product or service that helps differentiate the brand from the competition.
- 9 **Printed Marketing Collateral**  
Includes any and all printed materials used in marketing a for profit or non-profit company's products and/or services.
- 10 **Packaging Campaign**  
Includes packaging of any form used in the marketing of a product and/or service.
- 11 **E-Media Marketing**  
Includes a marketing campaign for any product or service executed online or utilizing electronic media.
- 12 **Public Relations**  
Includes a PR campaign for any product or service including b2c, b2b and/or business-to-investor campaigns.
- 13 **Advertising**  
Print, radio, tv and/or outdoor campaigns that differentiate the brand from the competition were encouraged.
- 14A **Sales Person of the Year - Tom Hopkins Award**  
Most compelling story for an ultimate sales success story within profit and non-profit entities.
- 14B **Team Sales - Tom Hopkins Team Award**  
Collaborative efforts with internal colleagues and external partners to achieve a challenging sale.
- 14C **Biggest Revenue Generator - The President's Club Award**  
Sales person who achieved the highest percentage of quota [year-to-date].

## [ special appreciation ]

### Special Appreciation to our Event Chair

*Yvette Craddock*

### Special Appreciation to our Event Committee

*Scott Appel*

*Stephanie Apostol*

*Anne Belfort*

*John Bord*

*Xavier Cressan*

*Michelle Cubas*

*Roger Gould*

*Sheila Kloefkorn*

*Doron Krinetz*

*Stephanie Krinetz*

*David Owens*

*Lynn Roman*

*Melissa Skogan*

*Erica Unfug*

*Josh Wolfe*

### 2002 - 2003 Board Members

President	<i>Stephanie Apostol</i>
President Elect	<i>Lynn Roman</i>
VP Membership	<i>Peter Apostol</i>
VP Communications	<i>Yvette Craddock</i>
VP Programs/Education	<i>Carolyn Peterson</i>
VP Hospitality	<i>Roberta Anderson</i>
VP Finance	<i>Brynn McKissick</i>
VP Community & Collegiate Relations	<i>Cari Drees</i>
VP Sponsorship	<i>Derick Brunette</i>
Secretary	<i>Teresa Davia</i>

The AMA Phoenix Chapter extends its gratitude to all of our event volunteers and chapter members for making this evening possible.

## [ annual sponsors ]



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*Answers*



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## [ event sponsors ]

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media group

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## Don't know where to start?



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*From Start to Presentation™*



*Turn program over for a peek at our  
AMA 2003-2004 calendar of events*

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march 1 through april 9  
is Spectrum Award entry time

march 04



s	m	t	w	t	f	s
29	1 Begin Award Entries	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17 AMA Lunch Series	18	19	20
21	22	23	24	25	26	27
28	29	30	31	1	2	3

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paris

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the spectrum awards  
are next month  
entries are due by April 9th

april 04



s	m	t	w	t	f	s
28	29	30	31	1	2	3
4	5	6	7	8 AMA Happy Hour	9 Award Entries End	10
11	12	13	14	15	16	17
18	19	20	21 AMA Lunch Series	22	23	24
25	26	27	28	29	30	1

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fishing for money

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it's time once again  
for the coveted spectrum awards  
get your tickets before they're all gone!

may 04



s	m	t	w	t	f	s
25	26	27	28	29	30	1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19 Spectrum Awards	20	21	22
23	24	25	26	27	28	29
30	31					

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gear head

# december 03



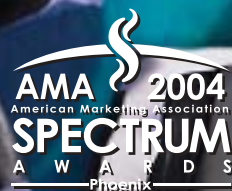
s	m	t	w	t	f	s
30	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17 AMA Lunch Series	18	19	20
21	22	23	24	25	26	27
28	29	30	31	1	2	3

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phone booth

# january 04

we know research...do you?  
order your tickets for next month's  
market research bootcamp



s	m	t	w	t	f	s
28	29	30	31	1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21 AMA Lunch Series	22	23	24
25	26	27	28	29	30	31

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broken man

# february 04

so many entries...so little time.  
start thinking about your  
2004 Spectrum Awards submissions  
remember: you have to enter to win!



s	m	t	w	t	f	s
1	2	3	4	5/6 Mkt Research Bootcamp and Thurs. Happy Hour		7
8	9	10	11	12	13	14
15	16	17	18 AMA Lunch Series	19	20	21
22	23	24	25	26	27	28
29	1	2	3	4	5	6

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heart filled

# September 03

lace up your boots  
& order your tickets for next month's  
marketing bootcamp



s	m	t	w	t	f	s
31	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17 AMA Lunch Series	18	19	20
21	22	23	24	25	26	27
28	29	30	1	2	3	4

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smashed cd's

# October 03



s	m	t	w	t	f	s
28	29	30	1	2	3	4
5	6	7	8	9	10	11
12	13	14	15 AMA Lunch Series	16/17 Marketing Bootcamp and Thurs. Happy Hour	18	
19	20	21	22	23	24	25
26	27	28	29	30	31	1

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metal shapes

# November 03



s	m	t	w	t	f	s
26	27	28	29	30	31	1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19 AMA Lunch Series	20	21	22
23	24	25	26	27	28	29
30						

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hand baby

# june 03



AMA 2004  
American Marketing Association  
**SPECTRUM**  
AWARDS  
Phoenix

s	m	t	w	t	f	s
1	2	3	4	5 AMA Happy Hour	6	7
8	9	10	11	12	13	14
15	16	17	18 AMA Lunch Series	19	20	21
22	23	24	25	26	27	28
29	30	1	2	3	4	5

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doggie

# july 03



AMA 2004  
American Marketing Association  
**SPECTRUM**  
AWARDS  
Phoenix

s	m	t	w	t	f	s
29	30	1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16 AMA Lunch Series	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31	1	2

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bug light

# august 03



AMA 2004  
American Marketing Association  
**SPECTRUM**  
AWARDS  
Phoenix

s	m	t	w	t	f	s
27	28	29	30	31	1	2
3	4	5	6	7	8	9
10	11	12	13 AMA Happy Hour	14	15	16
17	18	19	20 AMA Lunch Series	21	22	23
24 31	25	26	27	28	29	30

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globe juggler